

THE U.S.: NEW 'TAR,' NICOTINE TEST RESULTS HAILED BY SENATE CRITICS

WASHINGTON, D.C.—The 'tar' and nicotine content in 57 varieties of cigarettes has been reduced since July when the last previous report of testing by the Federal Trade Commission was announced.

The latest testing results released Dec. 8 were the fourth in a series conducted by the FTC since it started conducting its own laboratory tests over a year ago. Since then, 66 varieties have shown a lower 'tar' content and 12 have increased it.

MARVEL cigarettes, which are manufactured by Stephano Bros., retained its place at the top of the newest list as ranking lowest in 'tar' and nicotine with four milligrams of 'tar' and 0.1 milligrams of nicotine.

None of the four brands listed by the Tobacco Institute as the best-sellers—R. J. Reynolds' WINSTON, SALEM and CAMEL and American Brands, Inc.'s FULL MALL—showed significant change in 'tar' and nicotine content since the earlier test in July, the report said.

The king-size WINSTON, for instance, which rates tops in U.S. cigarette sales, according to a recent independent survey, had 21 milligrams of 'tar' and 1.4 milligrams of nicotine.

The FTC tests 119 varieties of cigarettes, including several of many brands—different lengths, with and without filter, menthol and non-menthol.

Sens. Warren G. Magnuson, Washington Democrat, and Frank E. Moss, Utah Democrat, who released the test results, hailed them as "a welcome sign to all of us who are concerned about the hazards of smoking."

They have been the Congressional leaders in the anti-smoking crusade and were instrumental in the FTC's move to set up its own testing apparatus.

• **Flue-cured quota, acreage cuts**—The United States Department of Agriculture has announced there will be a 5-per-cent cut in the flue-cured tobacco marketing quota and acreage allotment for next year's crop.

In a statement issued Dec. 1, the agency said the marketing quota would be 1.07-million pounds. This would be based on a national average of 1854 pounds per acre, unchanged from 1969,

and applying to flue-cured tobacco grown in North Carolina, South Carolina, Virginia, Georgia and Florida.

When a hearing on the 1970 allotments was held recently in Raleigh, N.C., both the N.C. Farm Bureau and the N.C. State Grange went on record as favoring a 5 per cent cut.

The reduction is designed to eliminate some of the huge carry-over surplus on hand with manufacturers and the Stabilization Corp.

Notices of individual farm allotments and marketing quota for next year will be mailed to growers by local Agricultural Stabilization and Conservation Service offices, the USDA said.—B.A.N.

• **Filter interest**—Three of the major United States tobacco manufacturing companies have manifested an interest in a new cigarette filter developed by Ultrasciences, Inc., of Philadelphia, Pa., the company says, who also claims the device reduces the 'tar' and nicotine content of cigarettes "up to 70 per cent over filters now on the market, with no resistance to draw, and at no appreciable increase in price."

The companies, Ultrasciences says, are: Philip Morris, Inc., the R. J. Reynolds Tobacco Co. and the Brown and Williamson Corp., a subsidiary of the British-American Tobacco Corp., of London, England.

Ultrasciences said the Molins Machine Co. has agreed to produce machines to make the filter. A spokesman explained that the machinery would be given to licensees designated by Ultrasciences, which will share in royalties both from the machines and the filter.

William E. Rosen, board chairman of Ultrasciences, manufacturer of cosmetics and filter systems, said the device was developed with the backing of Temple University, Philadelphia.

The filter was originally tested by Sadtler Laboratories, Philadelphia, and later was submitted by Dr. Fred Bock of Roswell Memorial Institute in Buffalo, N.Y., for his evaluation of it. Dr. Bock, however, has declined to render an appraisal of the filter's efficacy pending more extensive tests.

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